



FOR IRS PARTNERS

Social Media: Equipping You



YouTube

A video sharing site that lets anyone upload and store videos. The videos can be made available for private or public viewing. In addition, viewers are able to comment and provide feedback on the posted content. The IRS has produced videos on their IRS channel that can be shared via the partner's website.

What you can do: Subscribe to [IRS YouTube](#) for a clear, professional outreach message to post to your websites and other communication vehicles to share the information with their customers.

IRSvideos: [English](#), [American Sign Language \(ASL\)](#) and [Multilingual](#)



Twitter

An online social networking service that enables its users to send and read text-based posts of up to 140 characters, informally known as “tweets,” and images. Partners that have twitter accounts can share information with groups of “followers” with common interests.

What you can do: Follow [IRS Twitter](#) for “tweets” to help you promote IRS tax information and add your own customized messages.



TUMBLR

A micro-blogging site where users can access and share text, photos, videos and other information from their laptop, Smartphone, tablet or desktop. The IRS TUMBLR site shares information about important programs to help taxpayers, such as tax law changes, EITC and Free File.

What you can do: Follow [IRS TUMBLR](#) to promote IRS tax information. It makes it easier for you to search for and share tax information you receive from the IRS with your TUMBLR followers. If you do not have a TUMBLR account, you can subscribe to IRS TUMBLR RSS feed and share the tax posts on social media sites like Facebook, Google+ and more.



Podcast

A digital audio file that can be saved for playback on a portable media device or computer. IRS provides podcasts to increase access to IRS messages and to deliver tax information. These are often listed on news releases and on Tax Tips and available in English and Spanish.

What you can do: Check out the [Podcast link](#). You can download IRS audio files, in English and Spanish, to use for podcasts so your customers can play on their portable music player. You can also subscribe to our podcasts made available through [iTunes](#).



Facebook

One of the most widely visited social networking sites that helps people communicate and exchange messages. While taxpayers can “like” the Official IRS Facebook page, the Service does not currently post content on the social media site. However, it maintains presence on Facebook and is continuing exploration of future uses.

What you can do: “Like” [IRS Facebook](#) and share IRS content on your own Facebook pages.



Widgets

Portable on-screen tools that your partners can place on their web sites or other social media platforms. Clicking on the widget takes a user to an IRS.gov site on the specific topic.

What you can do: Check out all the [IRS widgets](#) and post them on your Web site or on other social media networks. Instructions and widgets can be found on this page.



IRS2GO

A Smartphone application that lets you interact with the IRS using your mobile device. With an Apple iPhone or iTouch, the free app can be downloaded by visiting the iTunes app store. With an Android device, visit the Google Play Store to download the free app. It includes features such as Get your refund status; Get tax updates; Follow the IRS and more. IRS continues to explore other services to add to this app.

What you can do: Download the [IRS2GO](#) app and share with your customers so they can explore free IRS services.



IRS Social Media Resources on IRS.gov

[IRS New Media site](#) – Get connected to IRS Social Media

[Outreach Corner](#) - Subscribe to receive email alerts when this page is updated!

[YouTube Video](#) on IRS Social Media - Learn more about how to get news from IRS Social Media, also on [TUMBLR](#)